***Crowdfunding Analysis Report***

**Conclusions:**

1. Overall, the success rate of crowdfunding campaigns based on the outcome by percentage is 56.5.
2. As shown on the data sets:

* The *outcome with respect to the parent category* shows that the highest number of donations are pledged to the theater*.*
* the *outcome with respect to sub-category* shows that the highest number of donations are pledged to *plays*
* The *outcome with respect to launched date* (years)shows that in years 2017,2018 & 2019 the crowdfunding campaigns success rate was going up then declined around year 2020 when the pandemic began. The total number of crowdfunding campaigns has also declined drastically in 2020.

1. Crowdfunding campaigns were directly affected by the pandemic & recessions, as pandemic is the major contributor to the cause of recessions and global lockdown that affected the economic status of the world.

**Limitations:**

* Sampling error possible – methods of collecting the samples are not clarified or presented
* Limited sources of data

**Other possible tables and/or graphs:**

* Scatter with smooth lines and markers as shown *in the Years\_SuccessRate* spreadsheet, Fig. A
* Where all the lines project downward to the lowest point of the chart in 2020.
* Line graph as shown in *Years\_SuccessRate* spreadsheet, Fig. B
* Where the success rate and the total number of crowdfunding campaigns showed a significant decline in 2020.
* Clustered Column shown in *ParentCategory\_Country spreadsheet*
* Where the chart shows what countries have contributed/pledged the donations with respect to the Parent Category. It showed that the US earned the highest spot in most categories.